Figure 1

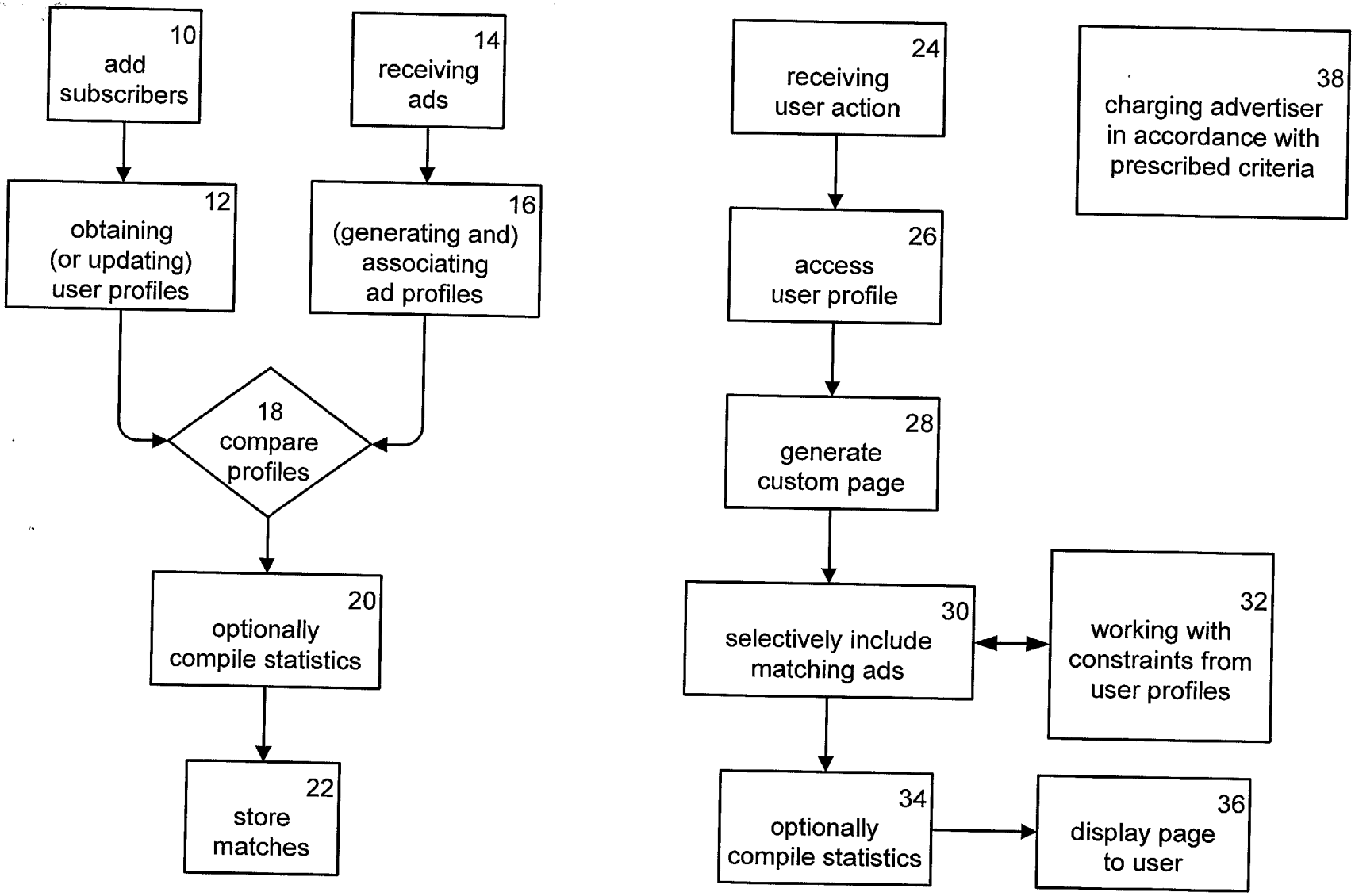
10
add subscribers
14
receiving ads
12
obtaining (or updating) user profiles
16
(generating and) associating ad profiles
18
compare profiles
20
optionally compile statistics
22
store matches
24
receiving user action
26
access user profile
28
generate custom page
30
selectively include matching ads
32
working with constraints from user profiles
34
optionally compile statistics
36
display page to user
38
charging advertiser in accordance with prescribed criteria

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Figure 1A

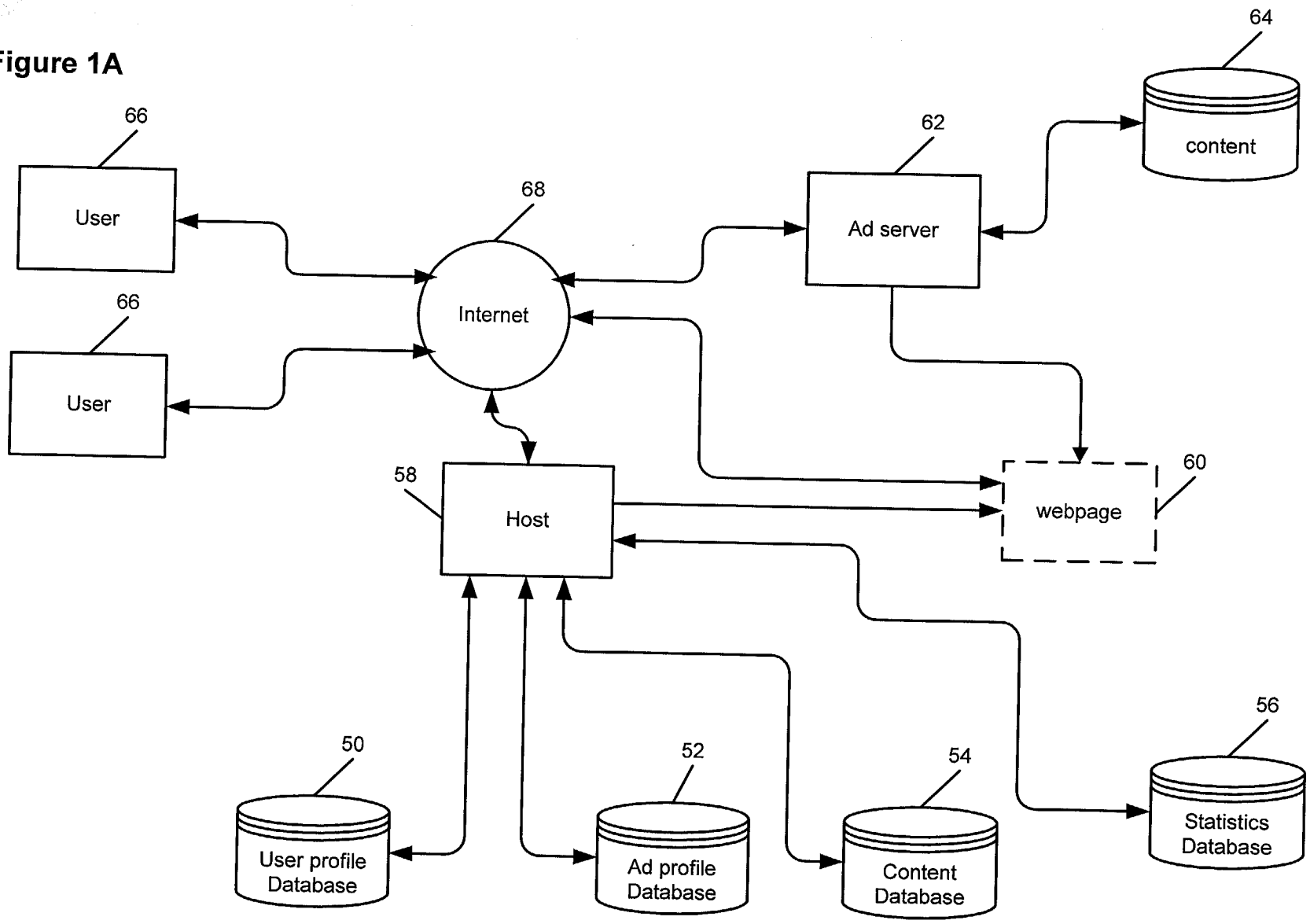

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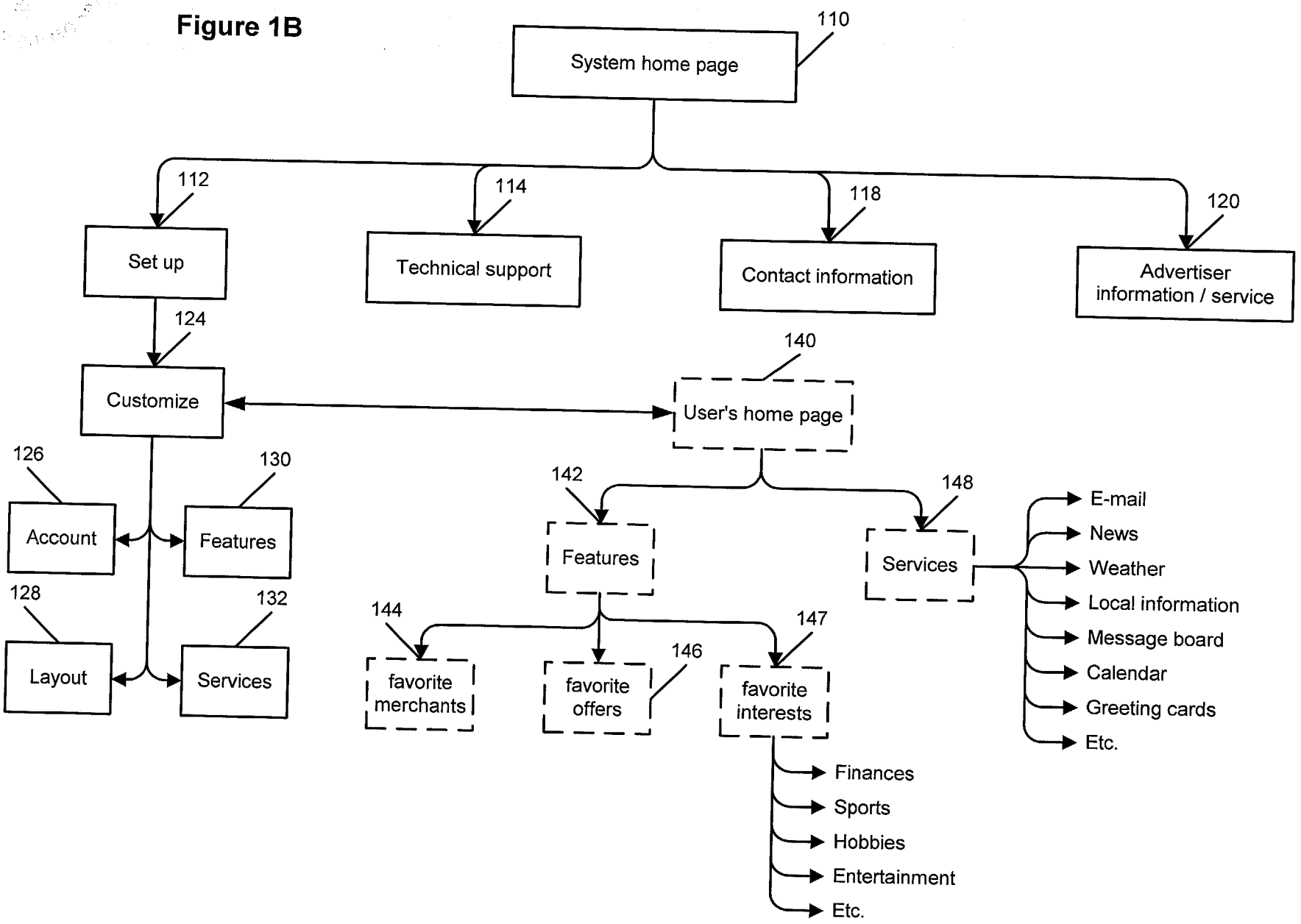
Figure 1B



Patent 6925960

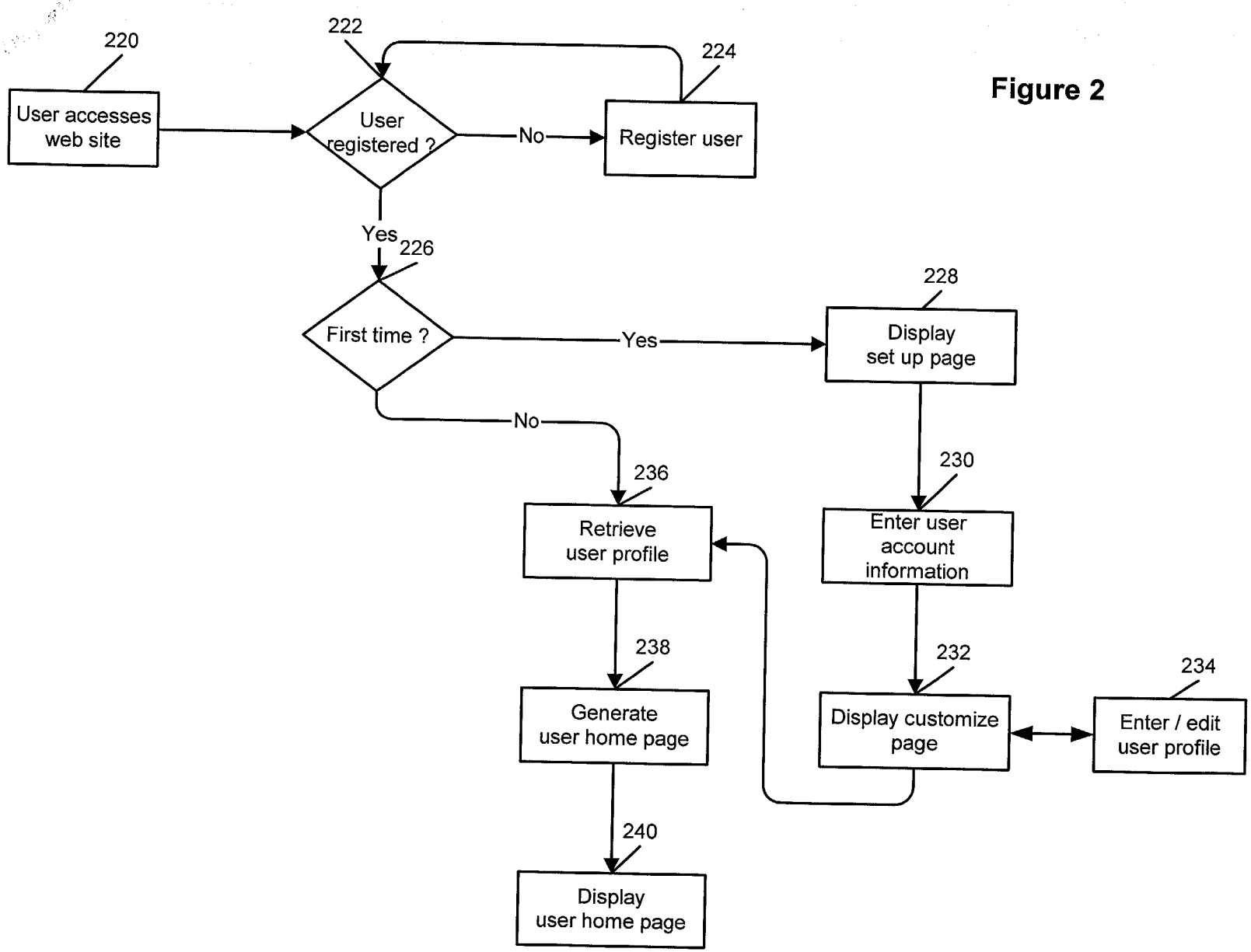
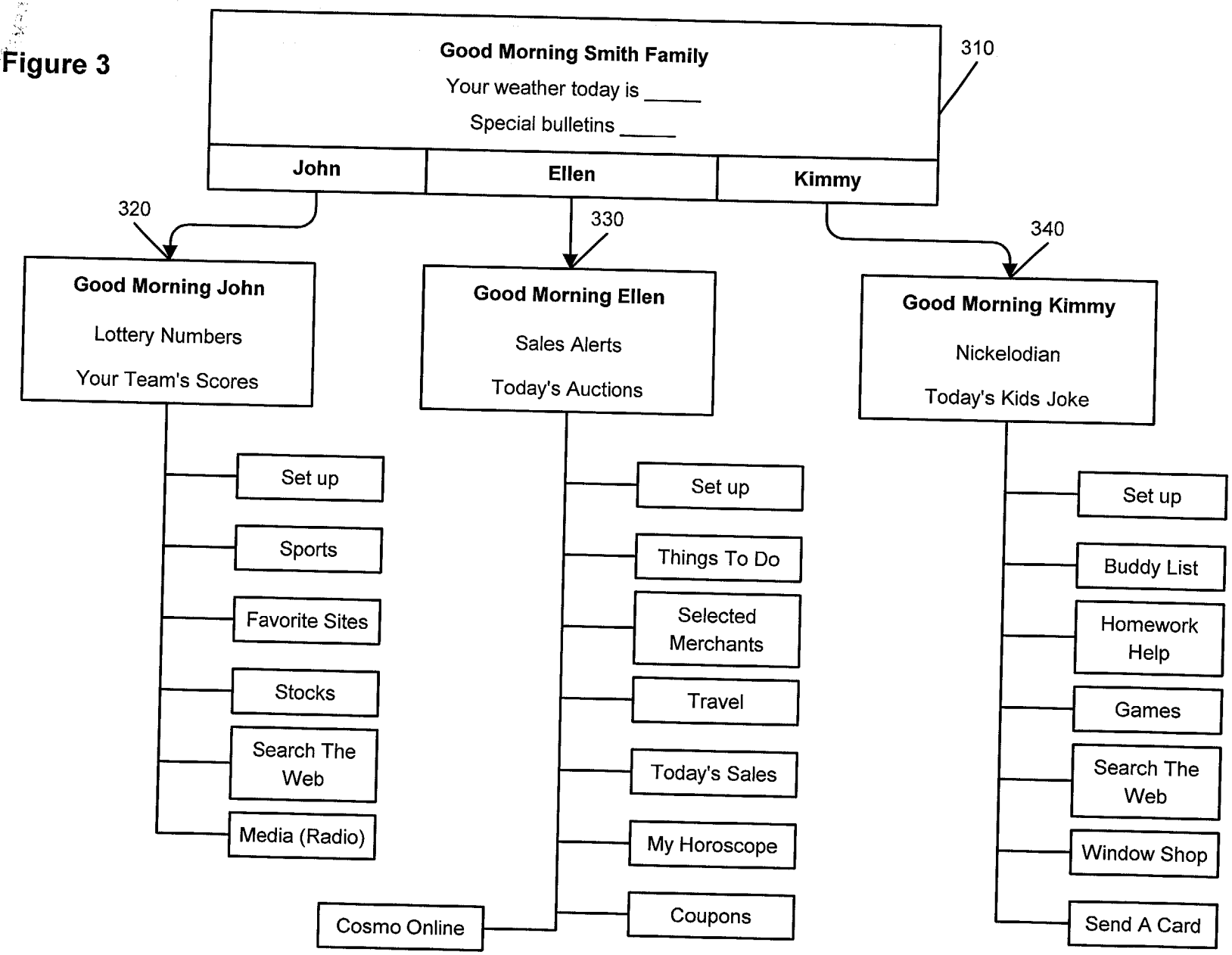


Figure 2

Figure 3


Good Morning Smith Family
Your weather today is _____
Special bulletins _____
310
John
Ellen
Kimmy
320
330
340
Good Morning John
Lottery Numbers
Your Team's Scores
Set up
Sports
Favorite Sites
Stocks
Search The Web
Media (Radio)
Good Morning Ellen
Sales Alerts
Today's Auctions
Set up
Things To Do
Selected Merchants
Travel
Today's Sales
My Horoscope
Coupons
Cosmo Online
Good Morning Kimmy
Nickelodian
Today's Kids Joke
Set up
Buddy List
Homework Help
Games
Search The Web
Window Shop
Send A Card

FOSTER 6926960

Figure 4

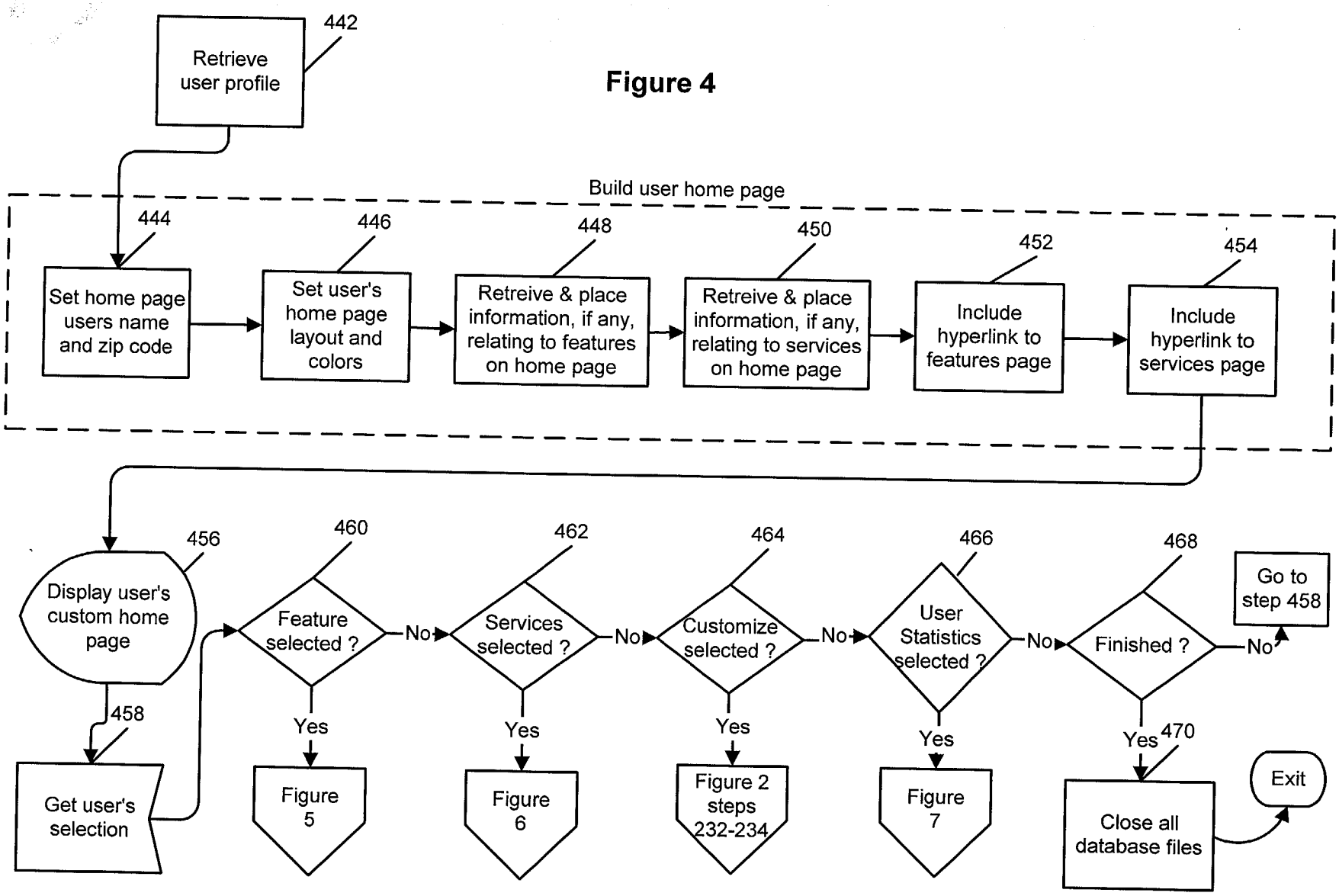


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Figure 5

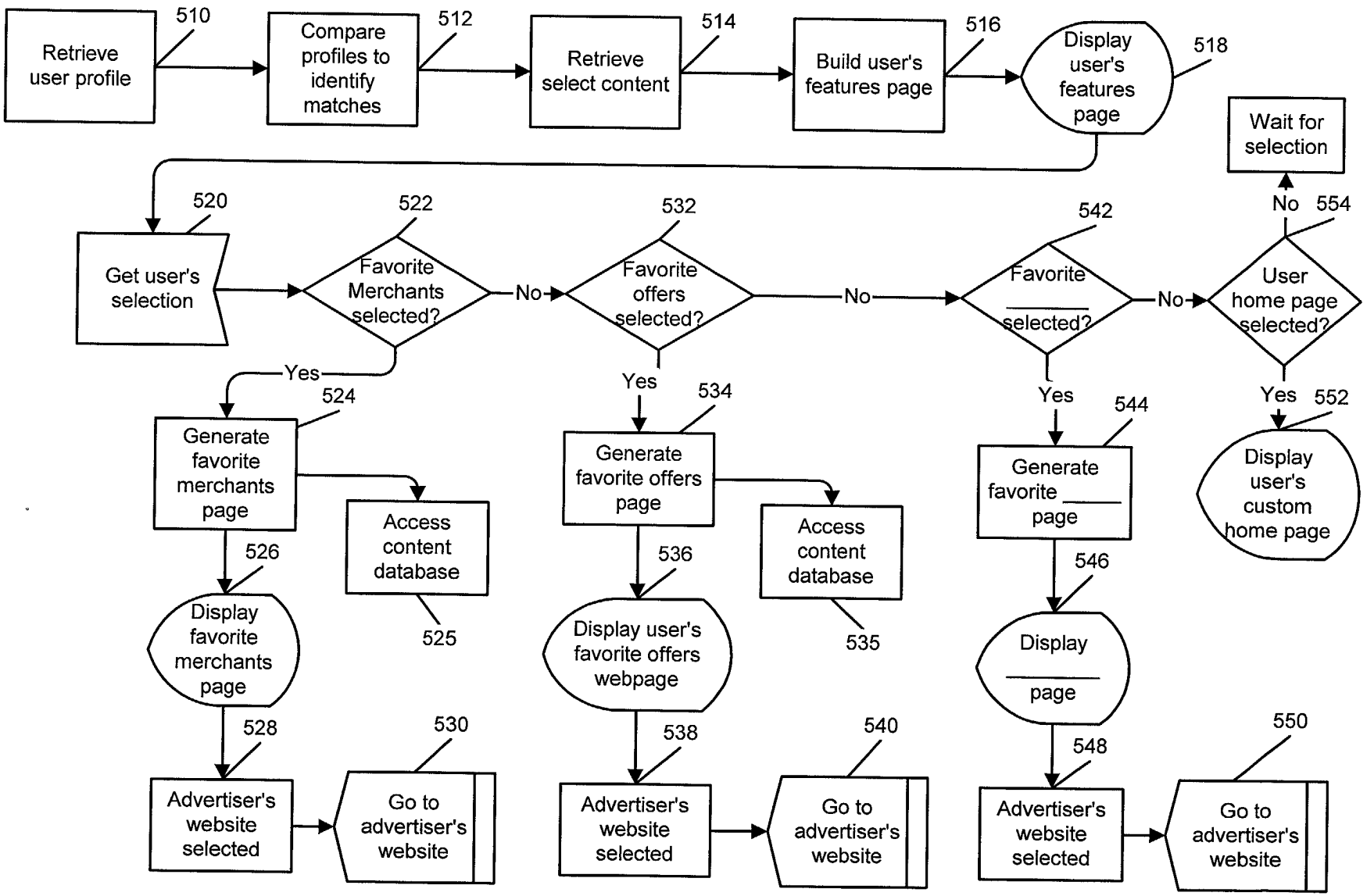


Figure 6

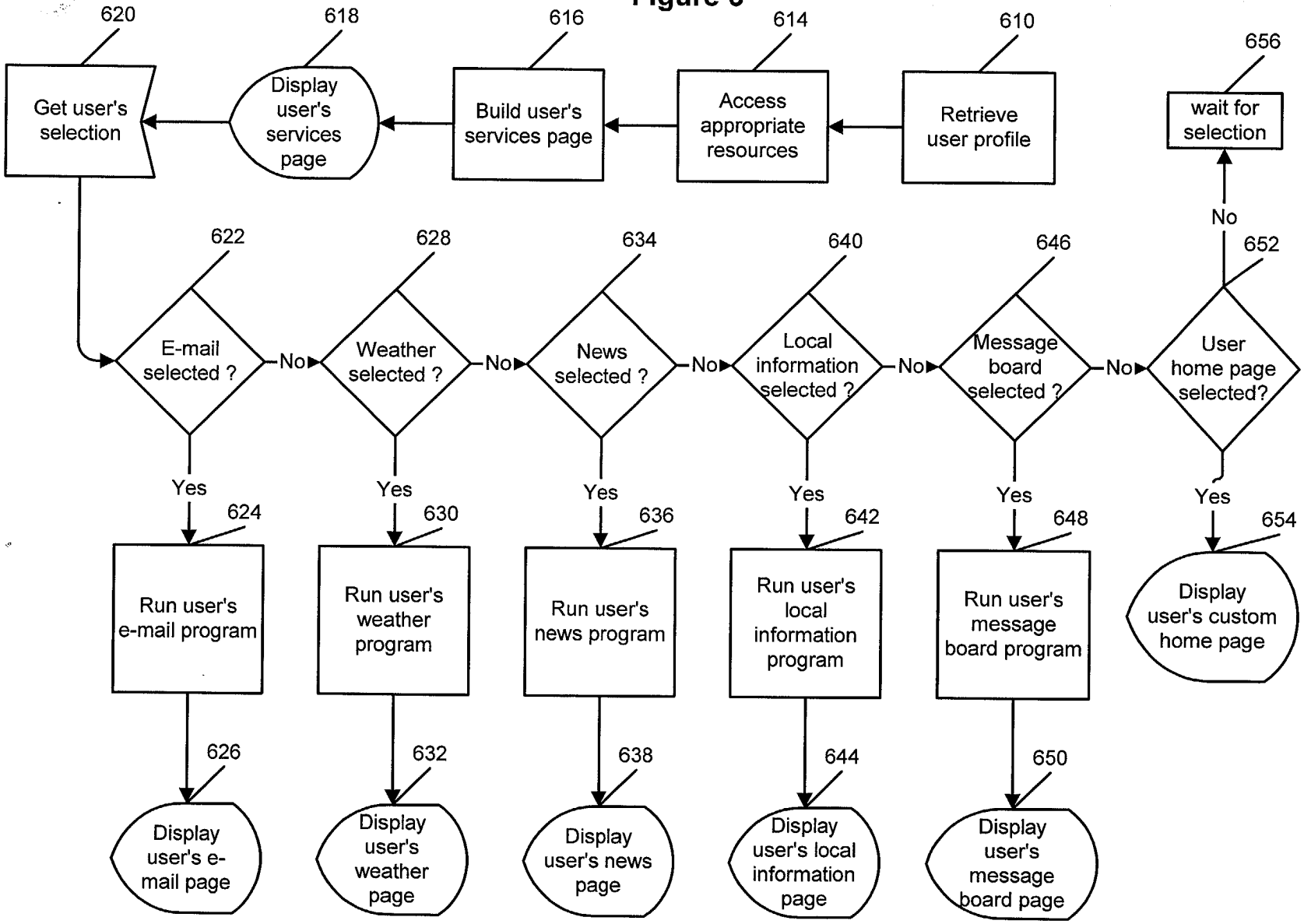

610
Retrieve user profile
614
Access appropriate resources
616
Build user's services page
618
Display user's services page
620
Get user's selection
656
wait for selection
No
622
E-mail selected ?
No
628
Weather selected ?
No
634
News selected ?
No
640
Local information selected ?
No
646
Message board selected ?
No
652
User home page selected?
Yes
624
Run user's e-mail program
626
Display user's e-mail page
Yes
630
Run user's weather program
632
Display user's weather page
Yes
636
Run user's news program
638
Display user's news page
Yes
642
Run user's local information program
644
Display user's local information page
Yes
648
Run user's message board program
650
Display user's message board page
Yes
654
Display user's custom home page

Figure 7

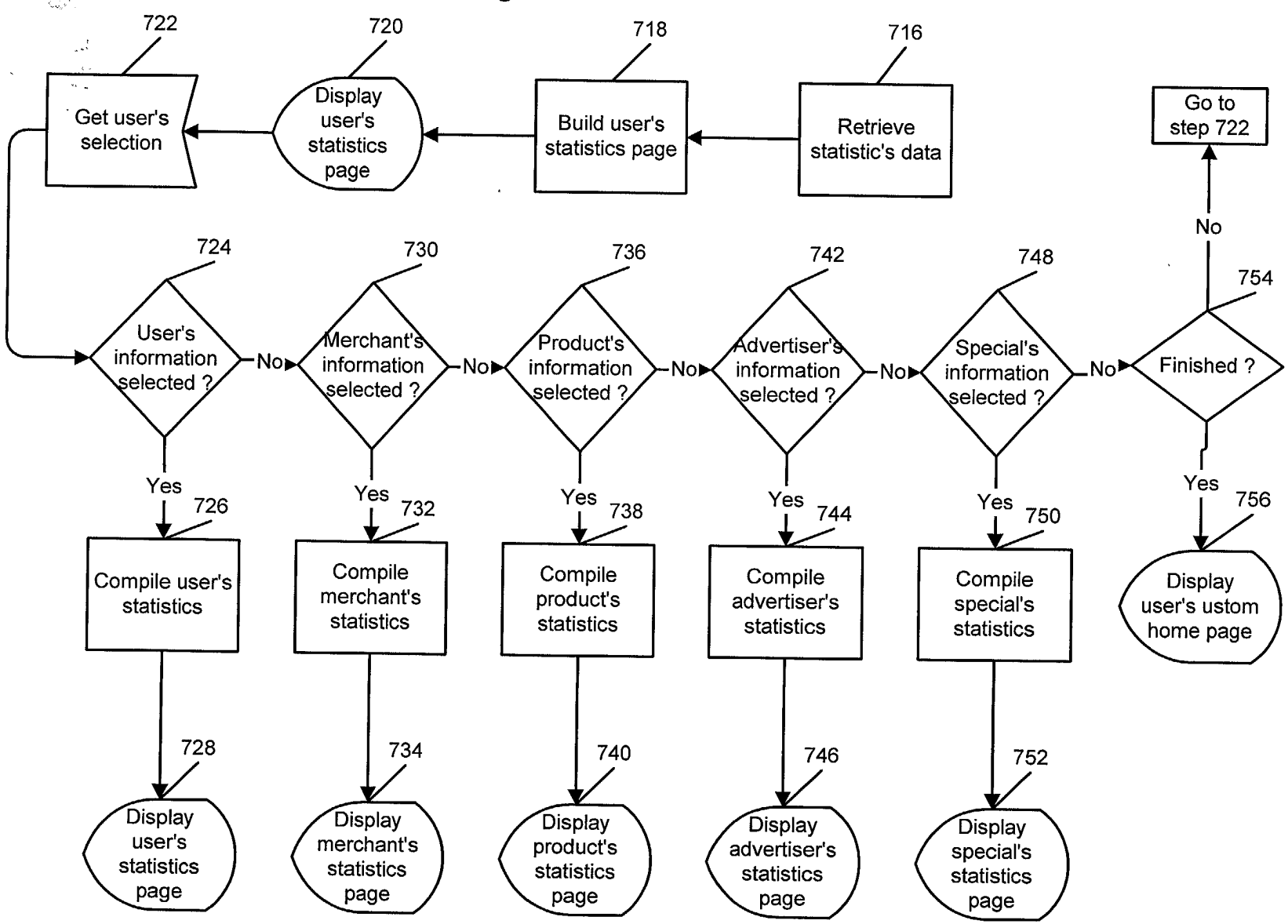
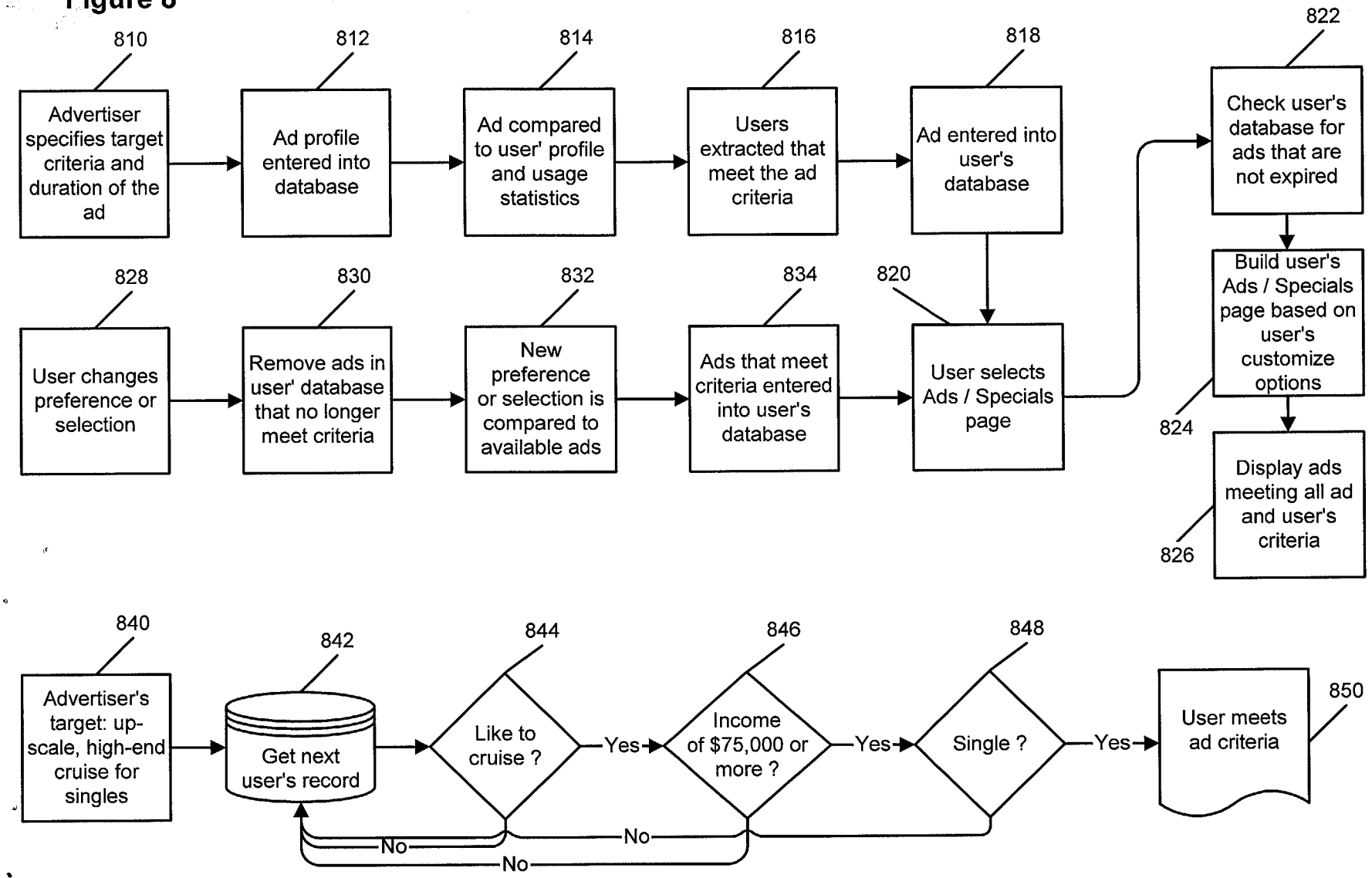

722
Get user's selection
720
Display user's statistics page
718
Build user's statistics page
716
Retrieve statistic's data
Go to step 722
No
724
User's information selected ?
No
730
Merchant's information selected ?
No
736
Product's information selected ?
No
742
Advertiser's information selected ?
No
748
Special's information selected ?
No
754
Finished ?
Yes
726
Compile user's statistics
728
Display user's statistics page
Yes
732
Compile merchant's statistics
734
Display merchant's statistics page
Yes
738
Compile product's statistics
740
Display product's statistics page
Yes
744
Compile advertiser's statistics
746
Display advertiser's statistics page
Yes
750
Compile special's statistics
752
Display special's statistics page
Yes
756
Display user's ustom home page

Figure 8


810
Advertiser specifies target criteria and duration of the ad
812
Ad profile entered into database
814
Ad compared to user' profile and usage statistics
816
Users extracted that meet the ad criteria
818
Ad entered into user's database
822
Check user's database for ads that are not expired
Build user's Ads / Specials page based on user's customize options
824
Display ads meeting all ad and user's criteria
826
828
User changes preference or selection
830
Remove ads in user' database that no longer meet criteria
832
New preference or selection is compared to available ads
834
Ads that meet criteria entered into user's database
820
User selects Ads / Specials page
840
Advertiser's target: up-scale, high-end cruise for singles
842
Get next user's record
844
Like to cruise ?
Yes
846
Income of $75,000 or more ?
Yes
848
Single ?
Yes
850
User meets ad criteria
No
No
No